Major Day Information Sheet

Department: School of Business, Public Administration & Information Sciences
Location: H700
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Major: Marketing

Description of Major: The 128-credit B.S. in Marketing prepares students for professional careers in a wide variety of marketing functions within business and not-for-profit organizations. Marketing involves the study of new product development, marketing research, analysis of distribution systems, determination of pricing policies, the prediction of consumer behavior, promotion of products and ideas, and business relationships. As a marketing major, you will develop the creative, analytical and communication skills necessary to succeed in the field. You also will develop competencies in product and service promotion, distribution, buyer behavior and market research. Marketing courses focus on integrating theory and practical applications through the use of cases and through hands-on field projects.

Is a minor available? Yes! See back!

Students in this major should enjoy the following subjects:
Marketing, Management & Entrepreneurship

Classes to consider if you are interested in this major:
Business 101, Marketing 201, Entrepreneurship 200

Examples of jobs alumni of this major have obtained:
A broad range of career opportunities are available for students pursuing this major including marketing research, product management, advertising, public relations, corporate communications, and sales.
Recent graduates are pursuing marketing careers at companies such as Sony Music, Grey Advertising and Saatchi & Saatchi.
Career Paths in Marketing include:

- **Market Research**-Figure out what drives people to buy products. Use quantitative data combined with an understanding of how the market works to better promote a product. Use statistical analysis, surveys, focus groups and new product tests to help achieve success for a product.
- **Retail**-Individuals who are people-oriented and enjoy a fast paced environment can work in the retail industry in areas such as store management, buying, merchandising and central management.
- **Product Management**-Responsible for the marketing and development of products. Position products, assess the competition and think about the future as you develop promotional campaigns, do day-to-day sales tracking and talk to reps about what customers want.
- **Non-Profit**-Contribute to society and make a difference by using all functions found in traditional marketing careers as applied to the non-profit field.

A Minor in Marketing:

The Marketing Minor is designed to develop expertise in advertising, sales, promotion, and product development . The Marketing Minor helps students understand how to promote products or ideas or institutions. It emphasizes how to develop an understanding of target audiences in order to design winning sales plans. The Marketing Minor consist of 15 credits, which are:

- Marketing 201
- **Four** Advanced Marketing Courses numbered above 102.